
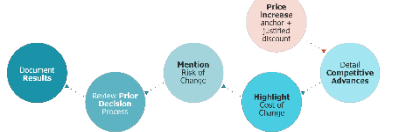

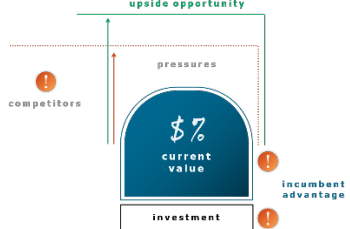

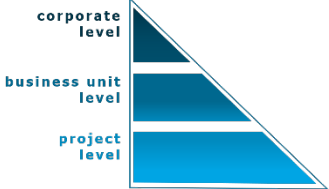
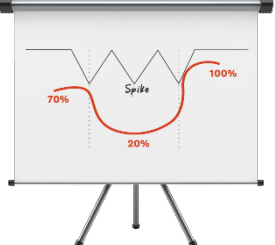


Expand Value Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction		Apply specific targeted messages for retention and expansion conversations.	<ul style="list-style-type: none"> Acquisition ≠ expansion Incumbent advantage Status Quo Bias Expand Value lifecycle 	16 minutes
Messaging Void		Deliver messaging that demonstrates value over the whole lifespan of a customer's contract.	<ul style="list-style-type: none"> Messaging Void Commercial Moments – Why Stay & Why Evolve Partnership Planning Business Reviews 	14 minutes
Success Metrics		Establish the metrics and outcomes that matter most to your customer when determining partnership success.	<ul style="list-style-type: none"> Triple Metric Triple Metric linkages 	17 minutes
Why Stay Framework		Develop science-backed stories proven to increase customer retention.	<ul style="list-style-type: none"> Why Stay Research Why Stay Framework Reinforcing Status Quo Bias 	15 minutes

Module	Learning Outcome	Key Content	Runtime
<p>Why Stay Message</p> 	<p>Use a science-based framework to precisely craft each element of your Why Stay message.</p>	<ul style="list-style-type: none"> Using the Framework to Build a Why Stay Message 	<p>18 minutes</p>
<p>Communicate Price Increases</p> 	<p>Use decision science to raise prices without losing customers.</p>	<ul style="list-style-type: none"> Why Pay More research Why Pay More framework 	<p>11 minutes</p>
<p>Apologize After a Major Service Failure</p> 		<ul style="list-style-type: none"> Service Recovery Paradox Why Forgive Research Why Forgive Framework 	<p>16 minutes</p>
<p>Why Evolve Framework</p> 	<p>Develop science-backed stories proven to increase customer expansion.</p>	<ul style="list-style-type: none"> Why Evolve Research Why Evolve Framework Balancing Status Quo Bias 	<p>18 minutes</p>
<p>Why Evolve Message</p> 	<p>Use science-backed framework to precisely craft each element of your Why Evolve message</p>	<ul style="list-style-type: none"> Using the Framework to Build a Why Evolve Message 	<p>14 minutes</p>

Module	Learning Outcome	Key Content	Runtime
<p>Business Review Meetings</p> 	<p>Conduce business review meetings that have real impact on customer decision-makers.</p>	<ul style="list-style-type: none"> • Business Review Participants • Business Review Agenda • Using number plays to grab attention • Customer stories with contrast to 	<p>20 minutes</p>
<p>Memorable Visuals</p> 	<p>Increase the impact and memorability of your message by supporting it with a simple, "big picture" visual.</p>	<ul style="list-style-type: none"> • Picture superiority effect • Whiteboard style visuals • Using contrast in visuals • Asking someone to draw along 	<p>16 minutes</p>